

## We Claim

1. A gaming device comprising:

a game display to display a plurality of reels, each reel including a plurality of symbols movable with movement of the reels during play of the game to produce an

5 outcome, said display displaying said outcome in matrix-form;

a bonus trigger associated with at least one of said symbols;

a processor configured to select a matrix location parameter and to issue a bonus upon the concurrence of (i) an outcome including a bonus trigger and (ii) a bonus trigger associated symbol is positioned in association with the selected matrix location parameter.

11 2. The device of claim 1 comprising said processor configured to select said location parameter from a group consisting of (a) a coordinate of the matrix, (b) a row of the matrix and (c) a column of the matrix.

3. The device of claim 1 comprising said processor configured to (iii) randomly select between a bonus and non-bonus condition and to issue a bonus award upon the concurrence of (i), (ii) and (iii).

17 4. The device of claim 1 comprising said processor configured to control the display to display a bonus award sequence in awarding said bonus.

5. The device of claim 1 comprising preselecting at least one symbol as a bonus trigger symbol and said processor configured to issue an award relative to the number of bonus trigger symbols in said outcome.

6. The device of claim 5 comprising said processor configured to control the display  
23 to display a bonus award sequence in an action sequence including said trigger

symbols.

7. A gaming device comprising:

a game display to display a plurality of reels, each reel including a plurality of symbols movable with movement of the reels during play of the game to produce an

5 outcome, said display displaying said outcome in matrix-form;

a bonus trigger associated with at least one of said symbols;

a processor configured to select a matrix location parameter and between a bonus and non-bonus condition and to issue a bonus upon the concurrence of (i) an outcome including a bonus trigger, (ii) a bonus trigger associated symbol is positioned is association with the selected matrix location parameter and (iii) selection of a bonus  
11 condition..

8. The device of claim 7 comprising said processor configured to select said location parameter from a group consisting of (a) a coordinate of the matrix, (b) a row of the matrix and (c) a column of the matrix.

9. The device of claim 7 comprising said processor configured to control the display to display a bonus award sequence in awarding said bonus.

17 10. The device of claim 7 comprising said processor configured to control the display to display a graphic sequence to indicate the selection of at least one of a bonus or non- bonus condition.

11. The device of claim 7 comprising designing at least one symbol as a bonus enhancement symbol and said processor configured to determine the selection and display of said bonus enhancement symbol and to increase said bonus award.

23 12. A gaming device comprising:

a display;

a data structure storing data corresponding to game symbols, at least one symbol designated as a bonus trigger symbol;

a processor configured to (i) randomly select and display game symbols in a matrix form at the display to define at least one base game outcome, (ii) randomly select at least one of a matrix location parameter and bonus on - off parameter, (iii) detect the selection and display of a bonus trigger symbol and its correspondence to said at least one parameter to trigger a bonus award and (iv) if a bonus award has been triggered, issue a bonus award to the player.

13. The device of claim 12 comprising said processor configured to randomly select a matrix location parameter from a group consisting of at least one of a row, column or a matrix coordinate.

14. The device of claim 13 comprising said processor configured to select and apply both of said selected location parameter and said bonus on-off parameter in detecting if a bonus has been triggered.

16. A method for playing an electronic gaming device comprising:  
providing a game display to display a plurality of reels, each reel including a plurality of symbols movable with movement of the reels during play of the game to produce an outcome, said display displaying said outcome in matrix-form;

associating a bonus trigger with at least one of said symbols;

configuring a processor for selecting a matrix location parameter and issuing a bonus upon the concurrence of detecting (i) an outcome including a bonus trigger and (ii) a bonus trigger associated symbol is positioned in association with the selected

matrix location parameter.

17. The method of claim 16 comprising (iii) randomly selecting between a bonus on and a bonus off condition and issuing a bonus award upon the concurrence of (i) - (iii).

5